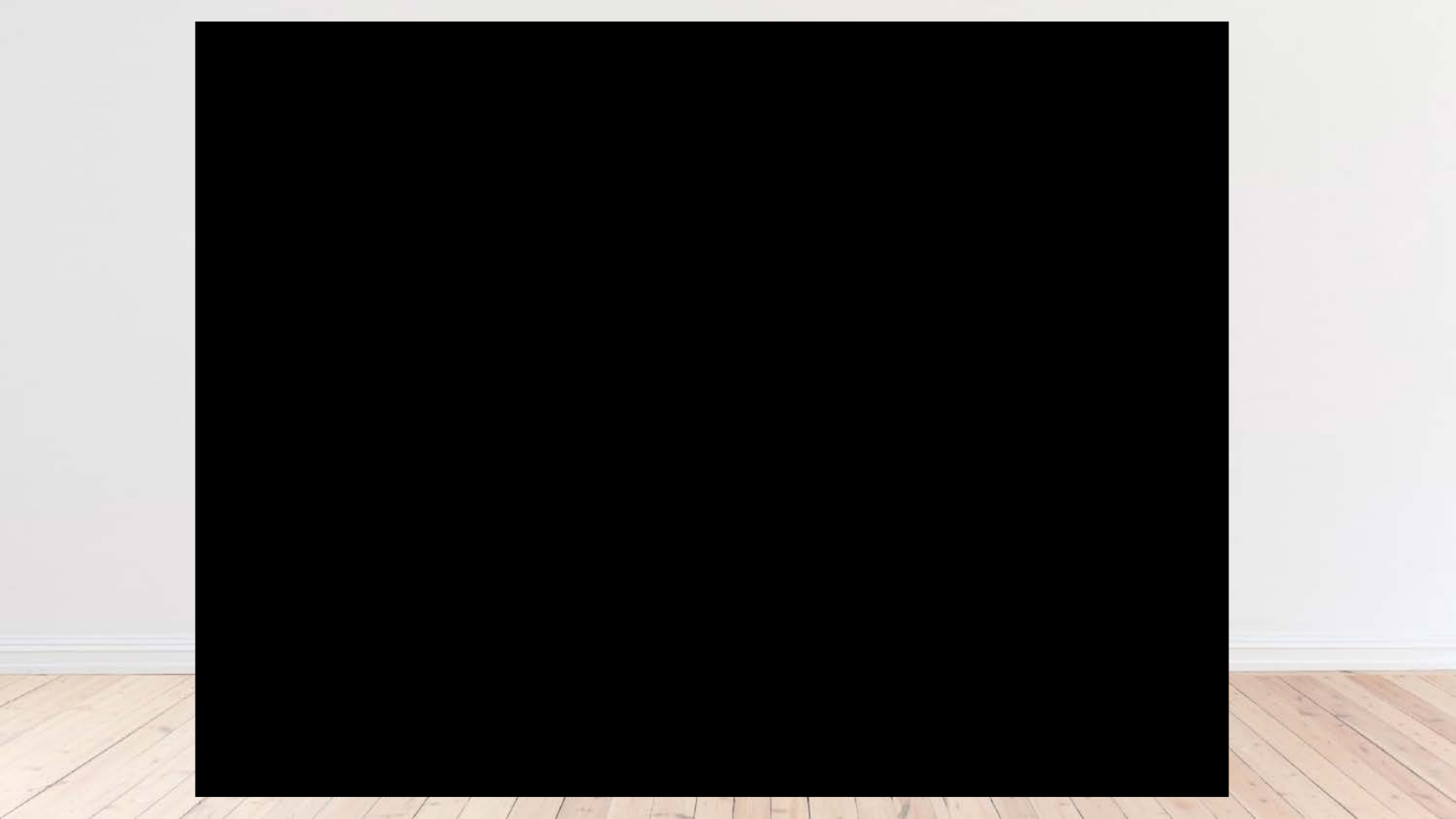


The background of the image is a photograph of a white double door with a wooden floor and a white wall. The door is slightly ajar, revealing a glimpse of the room beyond. The text is overlaid on this image.

Jeté

Founders: Ashley Cannon & Kelsey Pushkarewicz





Jeté

3D Printed Custom Pointe Shoes

Our Objective:

To conceive, develop, and recommend a healthy and contemporary option to the current point shoe, as we believe that through the use of technological materials which have already innovated the sneaker industry, a healthier athlete will result.

A close-up photograph of two ballerinas' feet in pink pointe shoes, positioned on a reflective floor. Their hands are raised above the shoes, with fingers pointing towards each other to form a heart shape. The background is a blurred studio setting.

If dancers love their pointe shoes... why innovate?

A photograph of a person's legs from the knees down, wearing light-colored ballet slippers. They are standing on a wooden floor in front of a white wall with a wooden ballet barre. The text "Pain Pointes" is overlaid in a black-bordered box in the center of the image.

Pain Pointes

Pain Pointes...

Outdated Materials

- Nail
- Glue
- Burlap
- Satin
- Electrical Board
- Canvas
- Leather





Pain Pointes...

Short Life Span

Once the satin is worn,
shoes can not be
salvaged.



Pain Points...

Ribbons Sold Separately

Satin Ribbons & Elastics are not included, & require hand sewing. Dancers will also "darn" the platforms.



Pain Pointes...

Lengthy Breaking-In Process

The "best" pointe shoes are
the ones almost "dead"



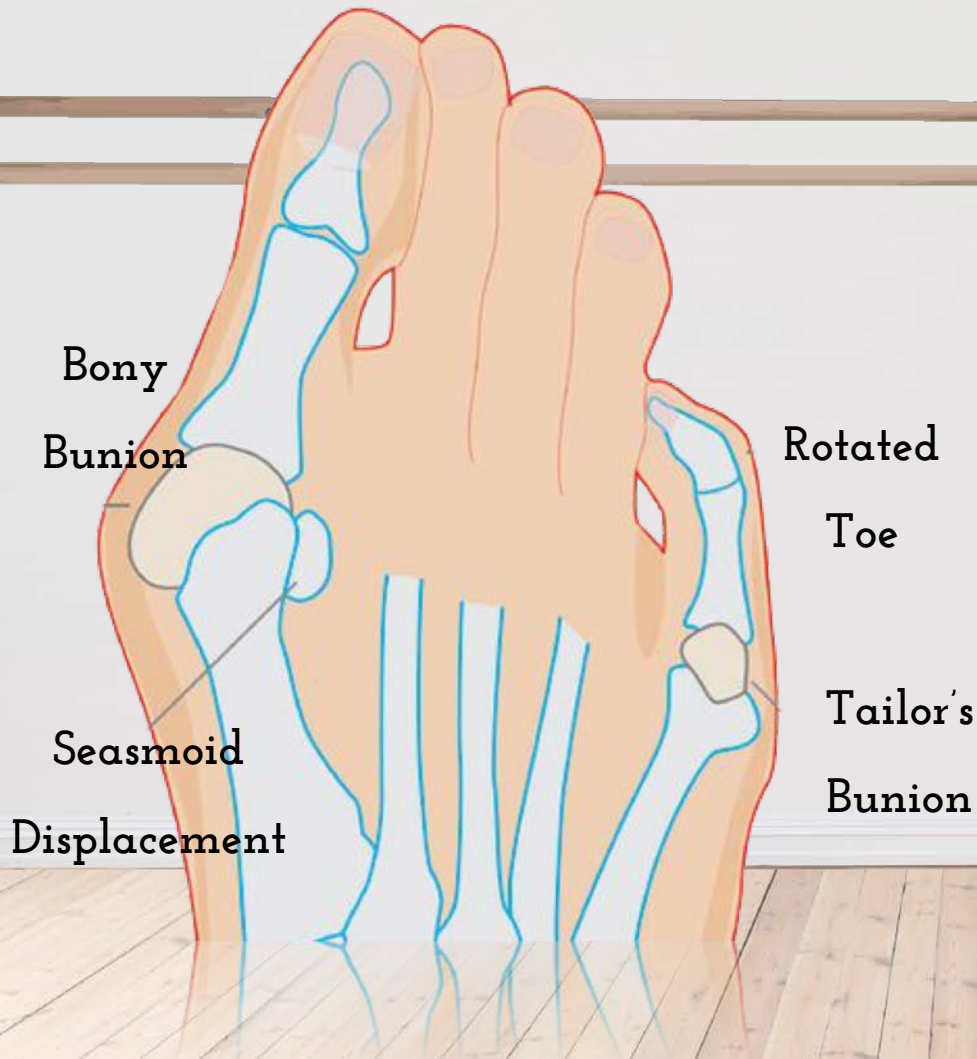


Pain Pointes...

Shape & Fit

Bones continue to grow and
strengthen as needed.

Pain Points...



Shape & Fit

When toes are forced into irregular positions, ailments such as bunions occur.



Pain Pointes...

Shape & Fit

Most pain from pointe shoes come from incorrect fit and lack of proper support.

Pain Pointes...

Ancillary Products

Because the pointe shoes offer little comfort, additional inserts are usually required.

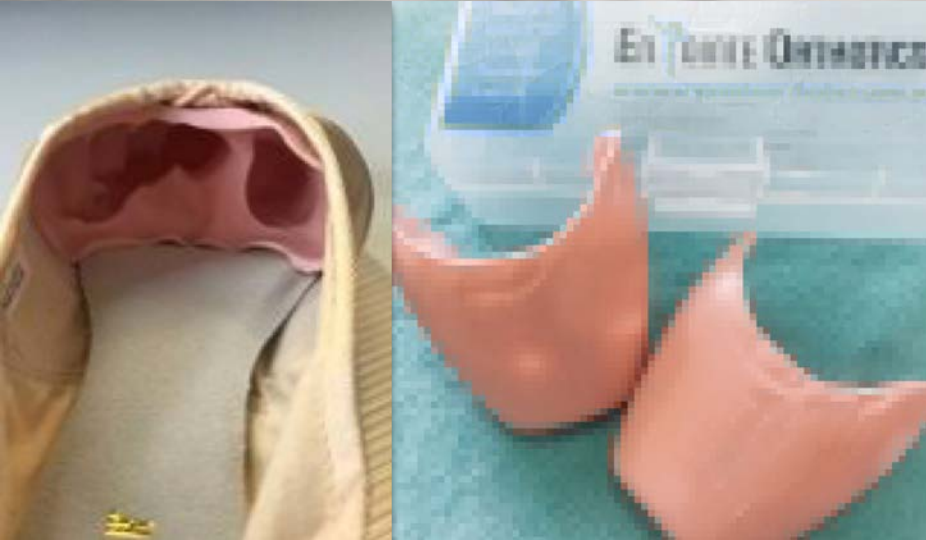




Pain Pointes...

Ancillary Products

The most technologically
advanced inserts.





Pain Pointes...

Price

Over the years, pointe shoes really start to add up both financially & physically.



Pointe Shoe Industry

The Competitors



BLOCH®



Capezio
EST. 1937



Chacott



FREED
OF LONDON



GAYNOR MINDEN®
NEW YORK



Grishko



LEOS



russian • pointe
The Traditional Russian Shoe For Ballet Dancers Worldwide



Sansha®
On stage worldwide

The Competitors

\$73- \$108

BLOCH

\$39-\$86

Capezio
EST. 1987

\$70

Chacott

\$74

FREED
OF LONDON

\$117

GAYNOR MINDEN
NEW YORK

\$78

Grishko

\$72

LEOS

\$88

russian • pointe
The International Russian School for Ballet Worldwide

\$46

Sansha
On stage worldwide

The Low
Cost Leader

CAPEZIO 

The
Traditional

FREED
OF LONDON

The
Technological

BLOCH[®]

GAYNOR MINDEN[®]
NEW YORK

BLOCH®

Separated
Shank

Stretch Satin

Split Sole

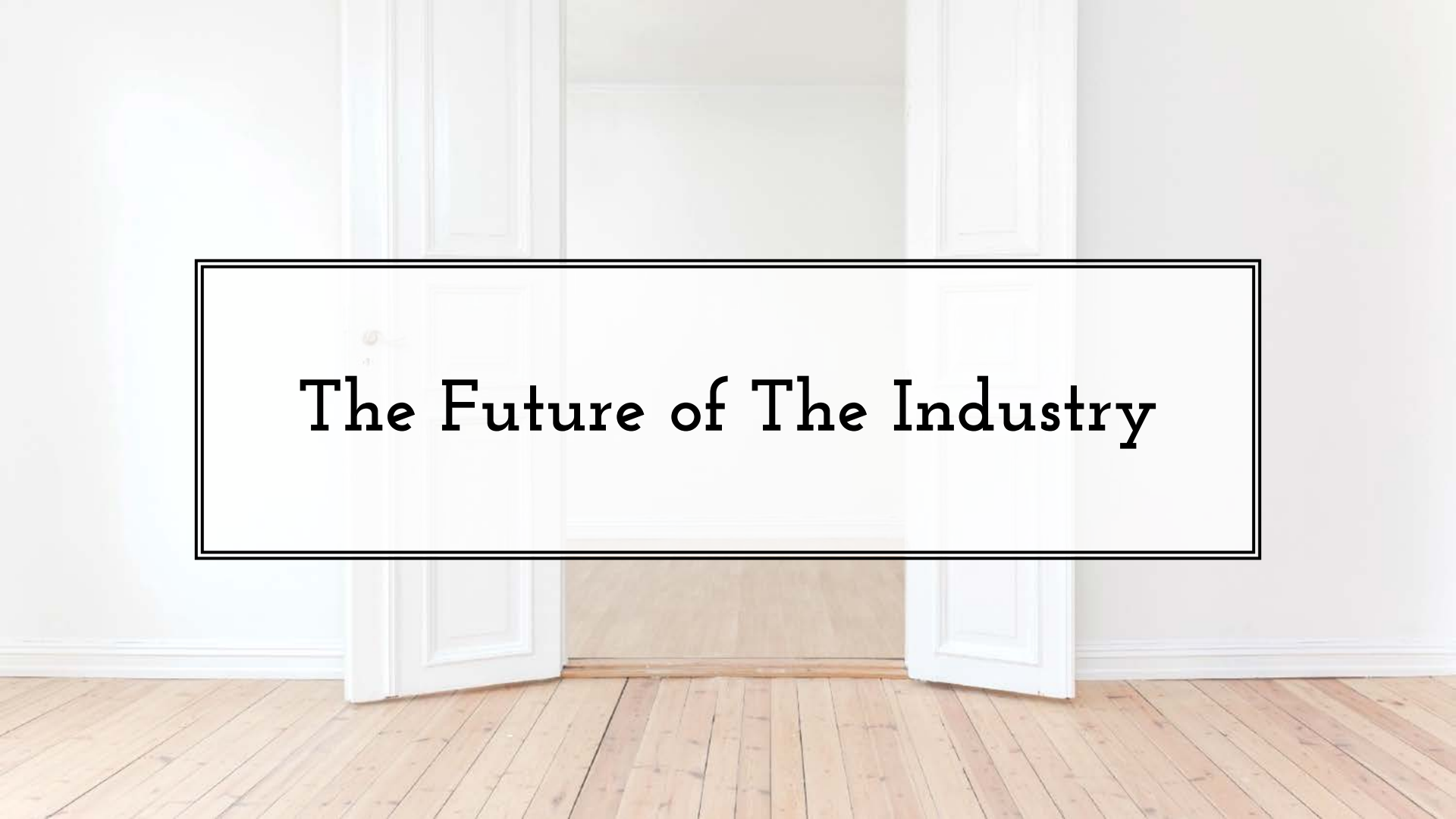



GAYNOR MINDEN®
NEW YORK



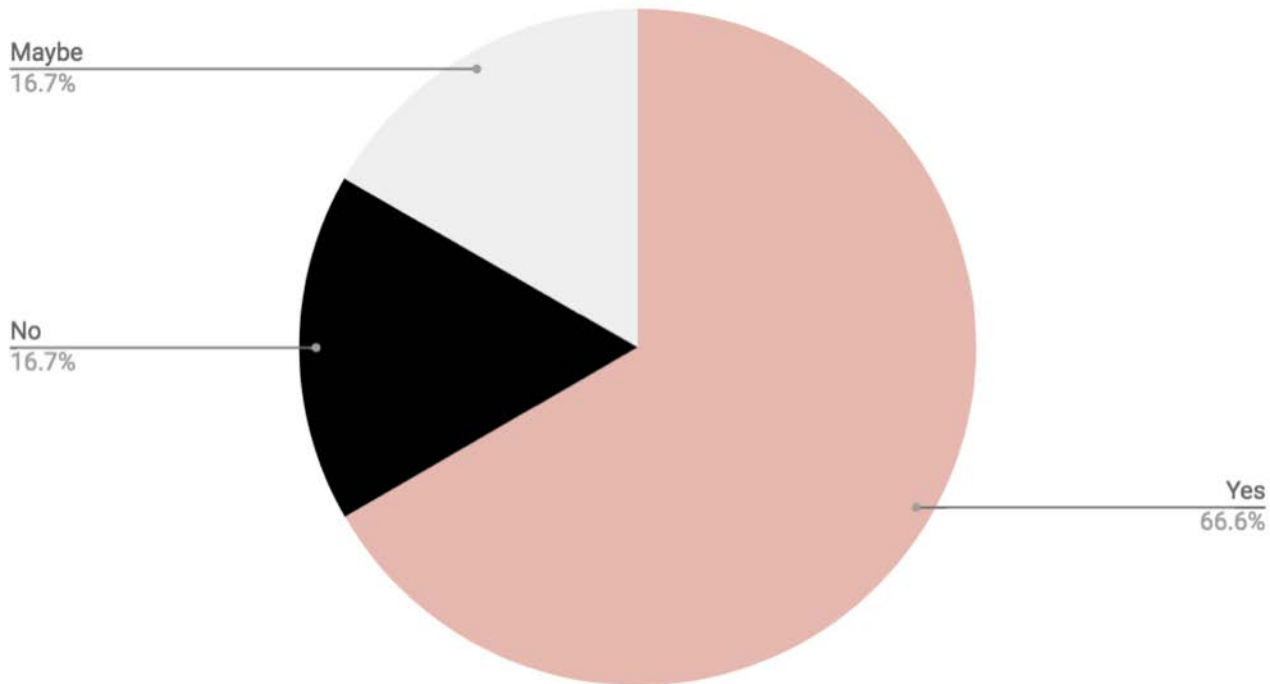
Thermoplastic
Elastomeric Shank
and Box



The background of the slide is a photograph of an open white door in a room with light wood flooring and white walls. The door is slightly ajar, revealing a glimpse of the room beyond. The text "The Future of The Industry" is centered over the door.

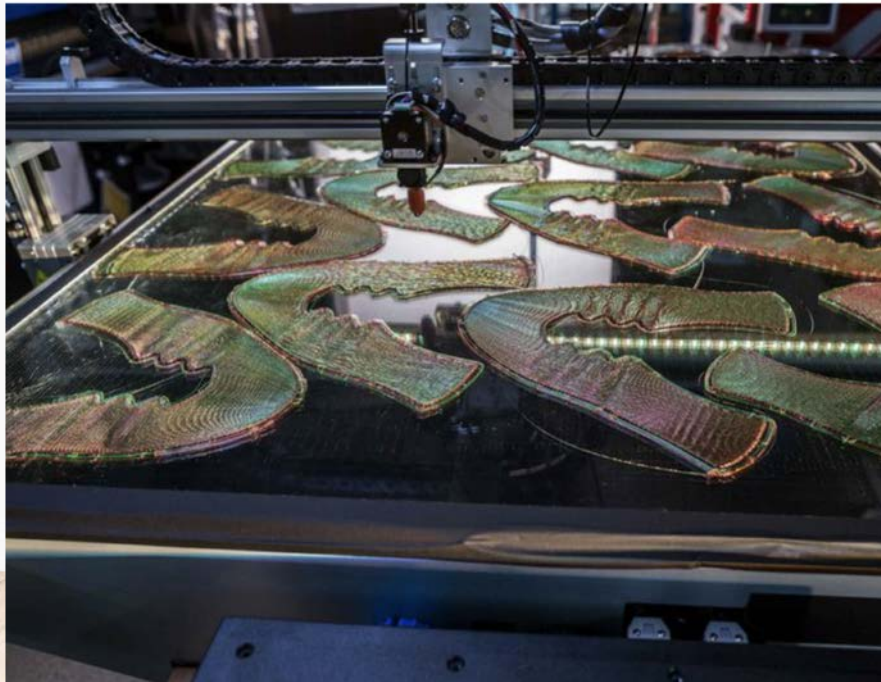
The Future of The Industry

The Future: Professional Opinions

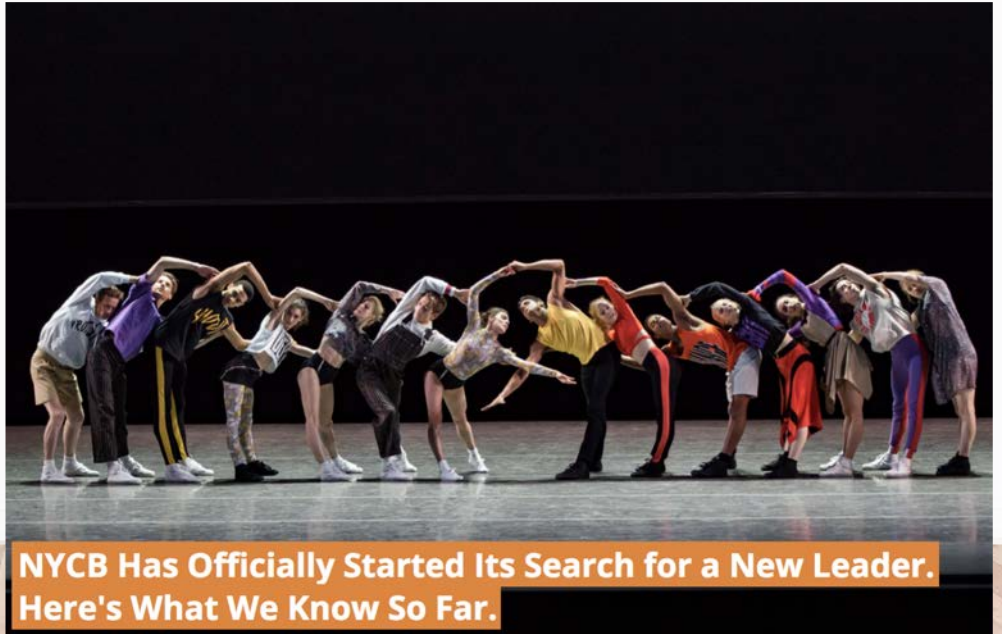


**Proprietary data: Survey conducted with Juilliard dance students*

The Future: Shoe Technology

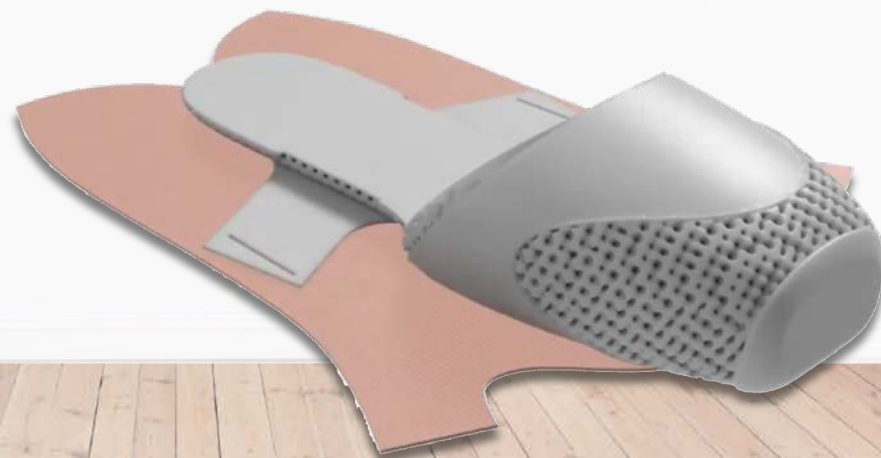


The Future: Change in Power



The Future: A New Competitor

P-Rouette



A white double door is slightly ajar, revealing a wooden floor and a white wall in the background. The door has a classic panel design. The floor is made of light-colored wood planks. The wall is plain white with a baseboard.

Jeté

Solution

The Jeté Solution



The Jeté Solution

Removable
Satin Slipper

Custom 3D printed
toe box & shank
structure



3D Printed Custom Structure



- 3D printed toe box matches the dancer's foot shape.
- Flexible & durable plastic
- Antimicrobial finish

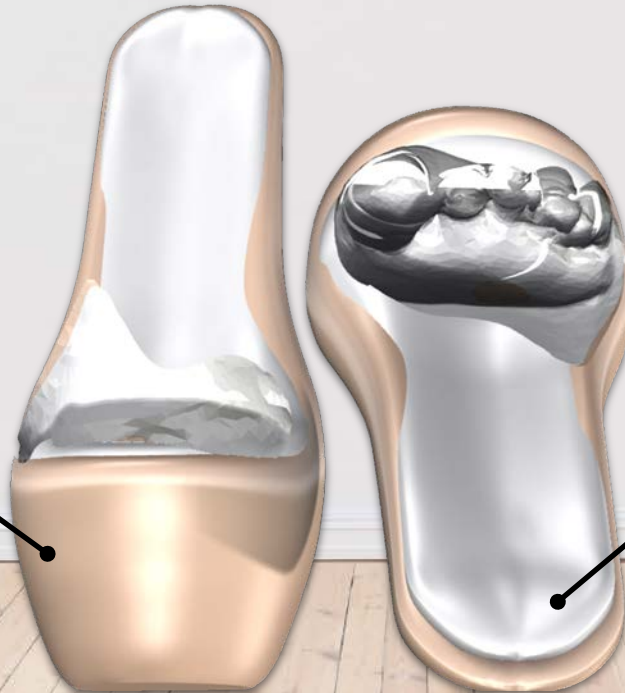
3D Printed Custom Structure

Exterior Material:

- Agilus
- Shore-a-hardness 85
- Stability
- Flexibility
- Shock absorbing

Interior Material:

- Agilus translucent
- Shore-a-hardness 30
- Similar to rubber/silicone
- Flexible
- Comfortable



Removable Satins



"Classic Nude"

PANTONE®
13-1114 TPG
Bellini

Removable Satins



Antimicrobial Heel Lining with wicking and Structure pocket

Removable Satins



No-Slip heat transfer lining
on the toe box and platform

Removable Satins



Tiny clear silicone dots
On pre-attached stretch ribbons



The Jeté Solution

Improve the shoes life-span

Provide superior fit

Healthier

Reduce the breaking-in process

Offer competitive pricing

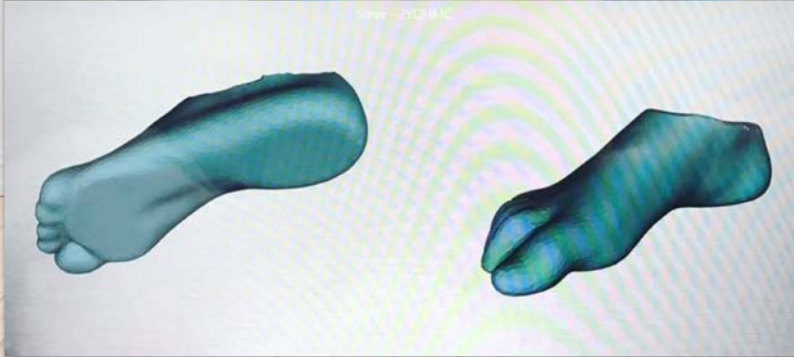




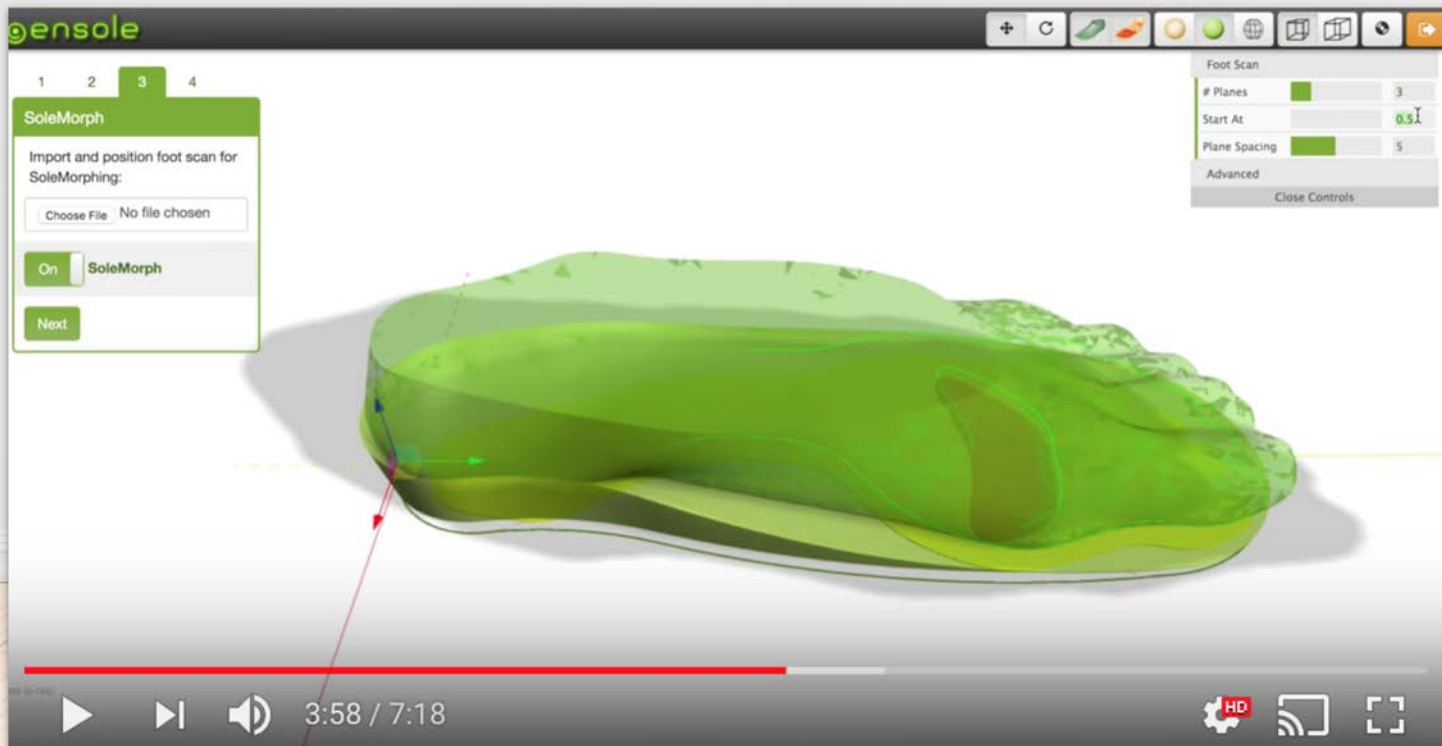
Jeté

Research & Development

Inspiration: Feetz



Inspiration: gensole[®] from gyrobot



Scanning: TRNIO



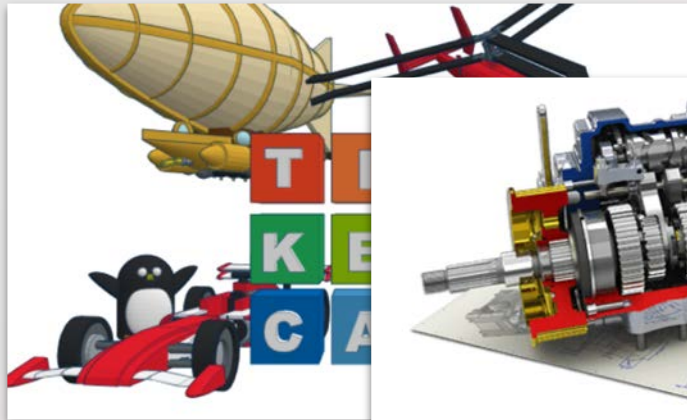
Scanning: QLONE



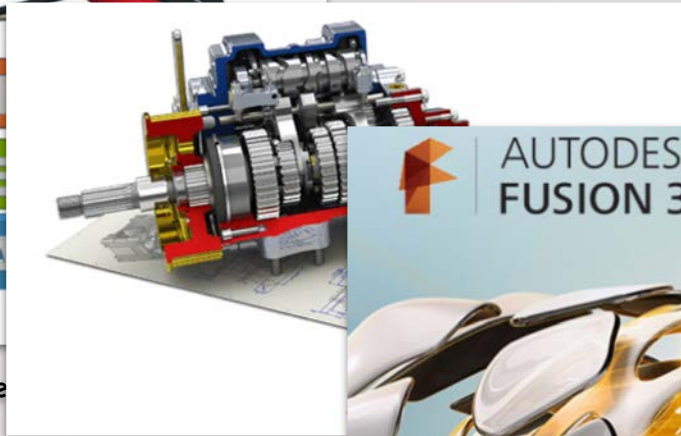
Roboto Scanning



3D CAD SOFTWARE



Tinker



SolidW



Autodesk Fusio



Rhinoceros



Video

Printing at F.I.T.



PLA



TPU



TPU



Printing

Stratasys Objet500 Connex3

- Agilus & Agilus-Translucent
- Polyjet 3D Printing
- Multiple Material Printing
- Photocured Acrylic Resin - Liquid
- Colors & Semi Opaque



Shore-a-Hardness 30 - 95

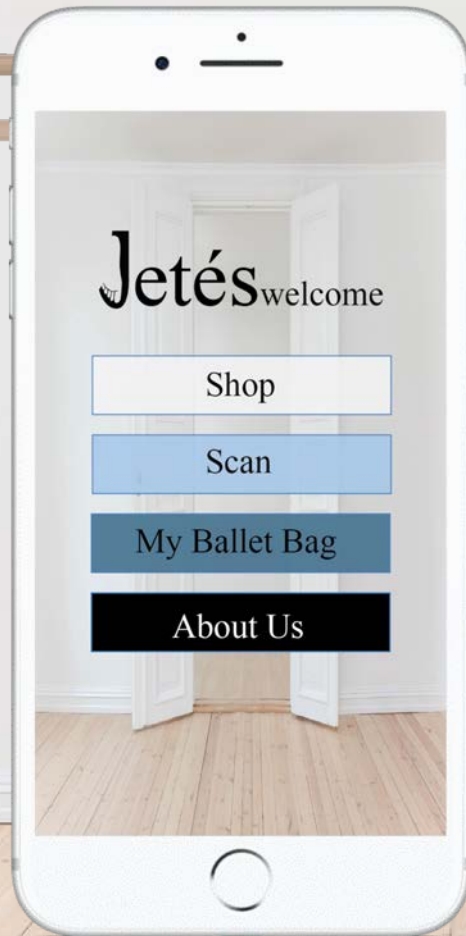
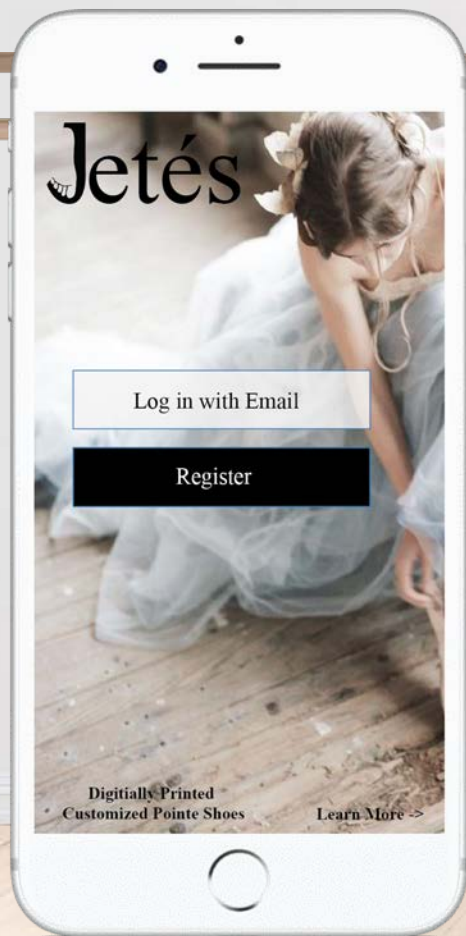


The background of the slide is a photograph of an open white door in a room with light wood flooring and white walls. The door is slightly ajar, revealing a glimpse of the room beyond. The text 'The Distribution Plan' is centered over the door.

The Distribution Plan

A photograph of a white double door set in a white wall. The door is slightly ajar, revealing a bright, sunlit room with a light-colored wooden floor. The scene is clean and minimalist.

The Platform



Step 1: A dancer downloads the free app onto their device.

My Profile

First Name	Middle Initial	
Last Name	Age	
Ballet Academy		
Preferred Shipping Address		
City	State	Zip Code
Street Shoe Size	Width	

Preferences

Satin Color	--- Select ---
Ribbon Color	--- Select ---
Shank Strength	--- Select ---
Toe Box Padding	--- Select ---

◀ Back to My Ballet Bag Submit ▶

My Orders

Orders By Month

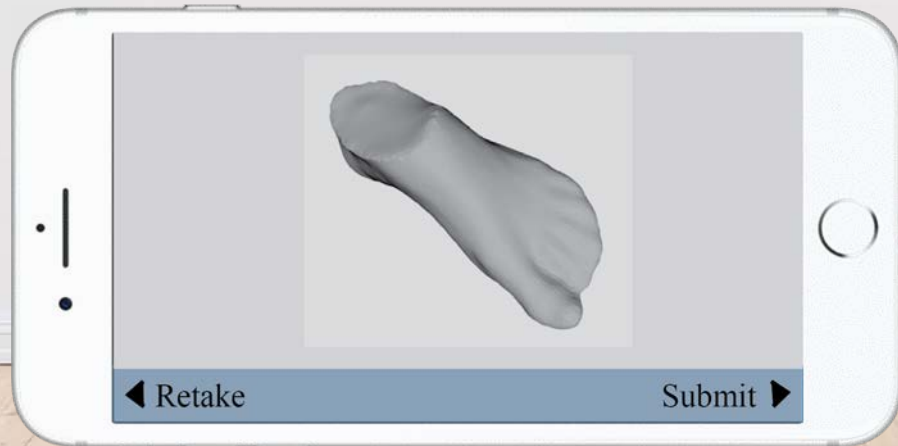
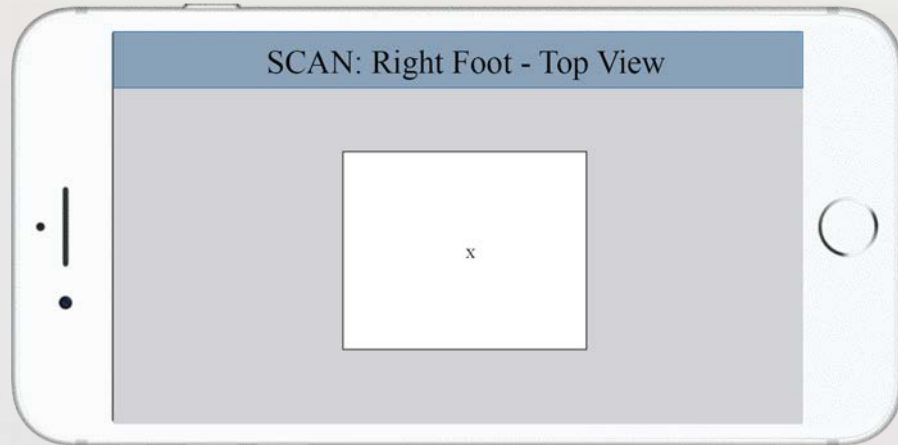
Order --- Select ---

---NEW---

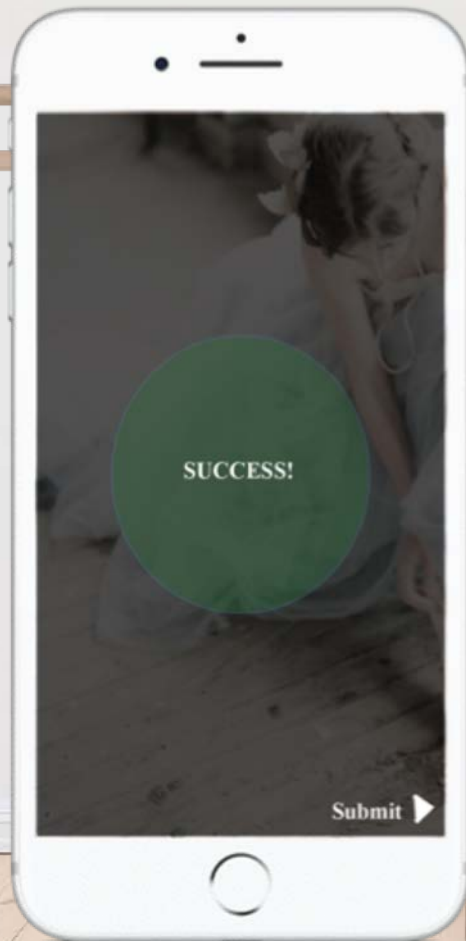
---REORDER---

◀ Back to My Ballet Bag Submit ▶

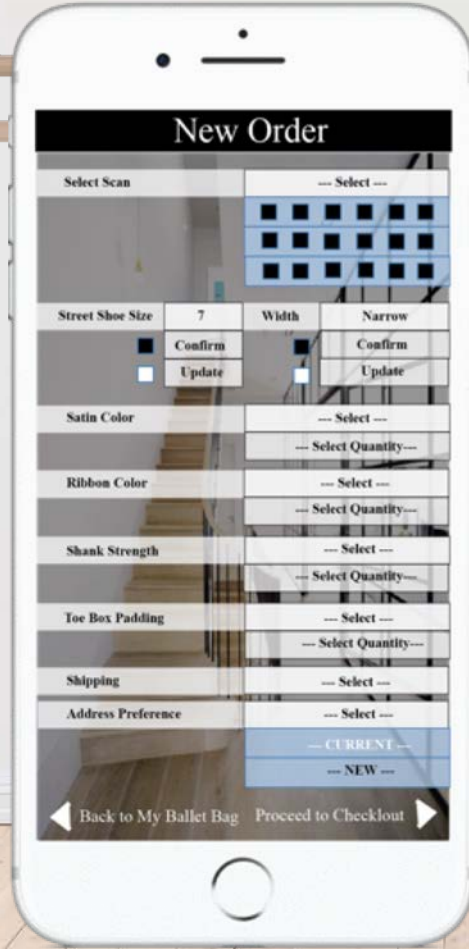
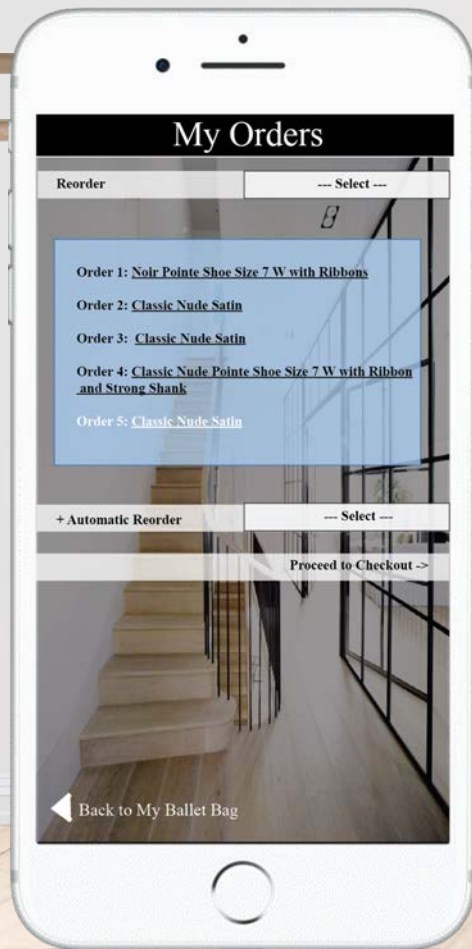
Step 2: The dancer creates a profile with shipping information, as well as personal preferences.



Step 3: Scan



Step 4: Save



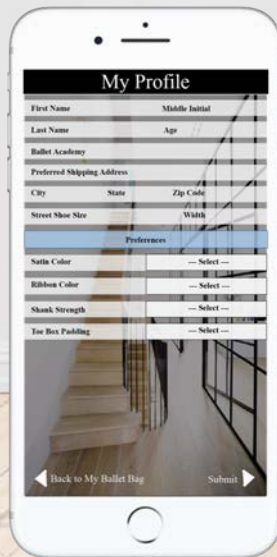
Step 5: The dancer purchases custom structures or satins at this point.

The Product

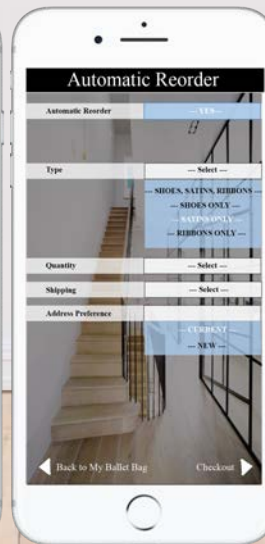
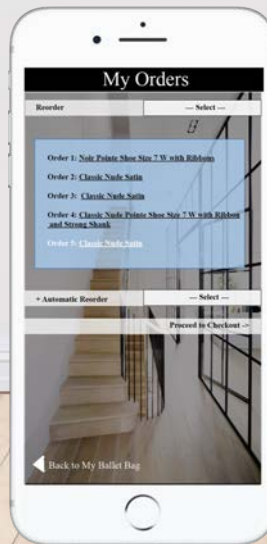


The Perks

Evolving Customer Profile



Automatic Reorder



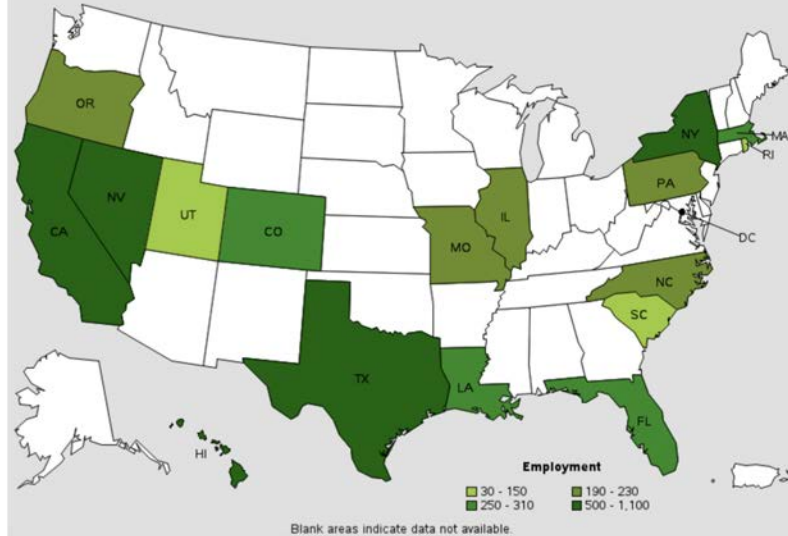
Event Awareness



The image shows a bright, minimalist interior. A white, paneled door is open, revealing a light-colored wooden floor and white walls. The door is slightly ajar, and the light from the room beyond it is visible. In the center of the image, the word "Marketing" is written in a bold, black, serif font. The text is enclosed within a black rectangular border that has a double-line effect. The overall composition is clean and modern, with a focus on the word "Marketing" as the central element.

Marketing

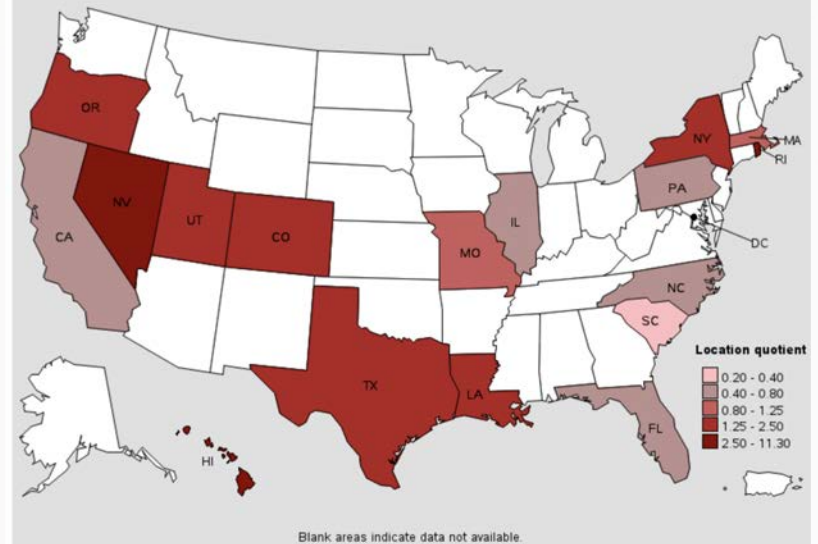
Employment of dancers, by state, May 2017



States with the highest employment level in this occupation:

State	Employment (1)	Employment per thousand jobs	Location quotient (9)	Hourly mean wage	Annual mean wage (2)
Texas	1,100	0.09	1.33	\$12.54	(4)
New York	1,080	0.12	1.69	\$16.20	(4)
Nevada	980	0.75	10.72	(8)	(8)
California	840	0.05	0.72	\$21.32	(4)
Hawaii	500	0.79	11.30	\$18.12	(4)

Location quotient of dancers, by state, May 2017



States with the highest concentration of jobs and location quotients in this occupation:

State	Employment (1)	Employment per thousand jobs	Location quotient (9)	Hourly mean wage	Annual mean wage (2)
Hawaii	500	0.79	11.30	\$18.12	(4)
Nevada	980	0.75	10.72	(8)	(8)
Rhode Island	100	0.20	2.89	\$13.81	(4)
Louisiana	250	0.13	1.87	(8)	(8)
District of Columbia	90	0.13	1.92	\$16.37	(4)

A photograph of a hallway with two white doors open, revealing a wooden floor. The scene is brightly lit, and the walls are white. Two rectangular boxes with black borders are overlaid on the image, one on the left and one on the right.

Mothers

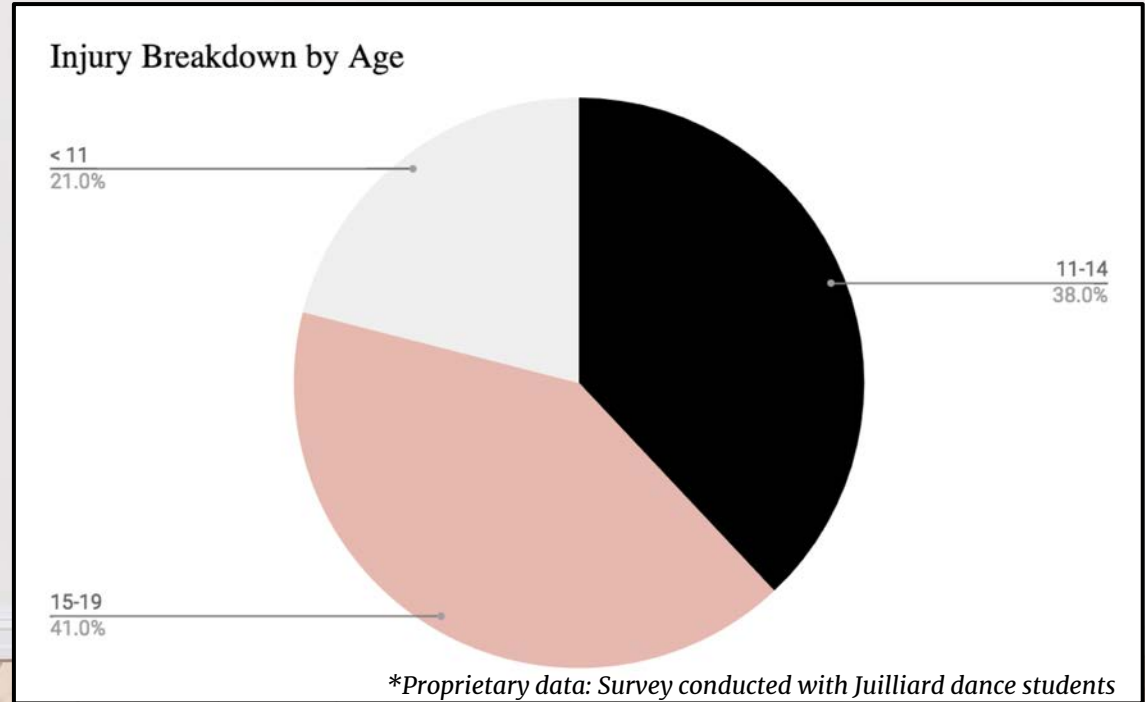
**Young
Dancers**

MOMMY BLOGGERS

Motivation

- **40% at age 9 | 40% at age 11**
- **79% injured are 11-19 years old**

Though dancers are recommended to avoid pointe work until ages 12-14, due to the open bones in the feet, some dancers enter pointe as early as 9 years old (para 7-8, Point Technique Wikipedia).



MOMMY BLOGGERS

Leah Segedie and Leticia Barr



- On average, well established mom bloggers have an audience of 20,000+ views.
- Mom's mention brands 73 times per week, on average.

A photograph of a hallway with two white doors open, revealing a wooden floor. The scene is brightly lit, and the walls are white. Two rectangular boxes with black borders are overlaid on the image, one on the left and one on the right, containing the text 'Mothers' and 'Young Dancers' respectively.

Mothers

**Young
Dancers**

DANCE INFLUENCER

Chloe Lusasiak



Chloe Lusasiak



- 6 Million Instagram Followers
- 1.3 Million YouTube Subscribers
 - Reach: 16-19 year olds
 - Texas, New York, California
- Dancer on "Dance Moms"

Pop Up Shops at Summer Intensives



Music Streaming

Audio stays with people all day long, reaching them where visual media can't - from the car to the shower (really). With millions streaming Spotify around the world, we have a deeper understanding of your audience and the best way to reach them"
(Spotify, How Spotify Ad Studio Works).

101 million

ad supported listeners¹

+ 2 hours

streaming daily²

24% lift

in ad recall for audio ads³

**Proprietary data: Spotify "How Spotify Ad Studio Works"*



Costs

Fixed Costs

Salaries	Costs
Rhino 3D Structure Designer	\$ 60,000.00
Product Development Associate	\$ 50,000.00
3D Print Lab Technician	\$ 60,000.00
Total Cost of Salaries	\$ 170,000.00

Equipment	Costs
Stratsys Object500 Connex5 Printer	\$ 250,000.00
Machine Maintenance	\$ 37,500.00
Pop Up Shop Equipment	\$ 7,000.00
Total Cost of Equipment	\$ 294,500.00

Rent	Costs
Current Residence	\$0

Distribution	Costs
One Time App Development	\$ 80,000.00

Marketing	Projected # of Ads / Events	Cost/Unit	Costs
Social Media Presence N/A		\$ -	\$ -
Facebook Ads	2500	\$0.50 per click	\$ 5,000.00
Influencers	100	\$1000/100K followers	\$ 100,000.00
Spotify Ad Studio	24	\$250 per ad	\$ 6,000.00
Pandora	12	\$1500/month	\$ 18,000.00
Pop Up Shop at Summer Intensives	4	\$ 1,500.00	\$ 6,000.00
Total Cost of Marketing			\$ 135,000.00

Total Fixed Costs	\$ 679,500.00
--------------------------	----------------------

Variable Costs

Satin Materials	Vendor	Quantities	Cost/Unit	Costs
Stretch Satin	Sunlong Textiles	0.25 yards	\$6.00/yard	\$ 1.50
Heat Transfer Sheeting	Sealon	1 sheet	\$0.18/piece	\$ 0.18
Wicking Antimicrobial Spandex Lining	Sunlong Textiles	0.25 yards	\$3.00/yard	\$ 0.75
Ribbons with Silicone	Wilson	2.0 yards	\$2.00/yard	\$ 4.00
Binding	Wilson	2.0 yards	\$0.50/yard	\$ 1.00
Elastic Drawcord	Wilson	2.0 yards	\$0.50/yard	\$ 1.00
Cost of Raw Materials				\$ 8.43
Cut Sew Make			60% of unit cost	\$ 5.06
FOB				\$ 13.49
Duties			15% of unit cost	\$ 1.26
Landed Door Price				\$ 14.75

3D Materials	Vendor	Quantities	Cost/Unit	Costs
Filament	Stratasys	300 grams	\$0.090/gram	\$ 27.00
Finishing Processes/Tools	Stratasys			\$ 18.00
Loss			20%/unit	\$ 9.00
Total Cost Per Unit				\$ 54.00
Total Cost Per Satin				\$ 14.75
Total Cost				\$ 68.75

Shipping & Handling	Costs
	\$ 19.25
Satin Package (Package + Product)	\$ 73.25
Structure Package (Package + Product)	USPS Flat Rate Ship \$ 7.20
Shipping (Billed to the Customer)	

Break Even

Break-even

Total fixed costs	\$	679,500.00
Revenue/Structure	\$	124.00
Variable cost per unit	\$	68.75
Units to Break-even (rounded up)		12,300

Funding

Required Funds

# of Satins Sold		24,600
Revenue/Satin	\$	26.55
Cost/Satin	\$	14.75
Net Cash Flow (Satin Sales)	\$	290,329.20
# of Units to Break-even	\$	12,300.00
Total Variable Costs to Break-even	\$	845,655.75
Total Fixed Costs	\$	679,500.00
Total Funds Needed (Year 1)	\$	1,537,455.75

Sources of Funds

Crowd Sourcing	\$	1,014,720.80
Total Cash Flow (Satin Sales)	\$	290,329.20
Debt	\$	232,405.76
Total Funds Needed (Year 1)	\$	1,537,455.75



A photograph of an open white door in a room with light-colored wooden floors. The door is slightly ajar, revealing a bright, empty space beyond. A large, white rectangular box with a thin black border is superimposed over the center of the image, containing the word "Research" in a bold, black, serif font.

Research

PRIMARY RESEARCH

- Interview with Pointe Shoe Brands: February 17, 2018
- Interview with 3D Printing Lab: James Pierce on February 21, 2018 and March 8, 2018
- Coterie: February 28, 2018
- Interview with Footwear Designer: David Ulan on March 19, 2018
- Survey Submitted to Dancers: Juilliard on March 26, 2018
- The Many Colorways of Sneakerheads FIT Presentation:
- Self-testing available 3D Scanning apps on the market. (February – July 2018)
- Self Testing 3D CAD software Rhinoceros via trial licenses
- Interview with a Podiatrist: Dr. Novella on May 9, 2018
- Interview with Faro Technologies Scanner Representative, Chris, on July 14, 2018
- 3D Scan at Roboto.NYC with Rob, on August 22, 2018
- Interview with Jennifer YW Leung & Peter MH Lee from Robotics Platform, Hong Kong Science and Technology Parks Corporation
- Interview with Stratasys Printer Account Representative, Jose Flores, California, December 1, 2018

SECONDARY RESEARCH

INDUSTRY ARTICLES & COMPETITORS

https://en.wikipedia.org/wiki/Pointe_technique
http://us.blochworld.com/ballet-pointe-shoes?gclid=EAiaIQobChMI8LKdurT72gIV1lqGCh3qawQcEAAyAAEgIx1vD_BwE
<https://nydancestore.com/>
<https://www.capezio.com/>
<https://freedusa.com/>
<https://dancer.com/about-gaynor-minden/about-our-shoes/>
<http://www.grishko.com/>
<https://www.dancespirit.com/the-secrets-of-new-york-city-ballets-pointe-shoe-room-2543661527.html>
<http://danceretailernews.com/inside-drm/selling-pointes-oointe-shoe-sales/>
<https://www.nytimes.com/2018/01/02/arts/dance/peter-martins-city-ballet-balanchine.html>
<https://www.nytimes.com/2018/01/01/arts/dance/peter-martins-resigns-ballet.html>
<https://www.nytimes.com/2017/12/12/arts/dance/peter-martins-ballet-new-york-city-physical-abuse.html>
https://en.wikipedia.org/wiki/Me_Too_movement

INJURY STATS AND ARTICLES

<https://ftw.usatoday.com/2016/02/ballet-joffrey-nutcracker>
<https://www.hopkinsmedicine.org/health/articles-and-answers/ask-the-expert/common-dance-injuries>
<https://www.nationwidechildrens.org/research/areas-of-research/center-for-injury-research-and-policy/injury-topics/sports-recreation/dance-related-injuries-by-the-numbers#.UR6X5XwVN6A.pinterest>
<https://www.jospt.org/doi/pdf/10.2519/jospt.2008.2390>
<http://libproxy.fitsuny.edu:2299/ehost/detail/detail?vid=0&sid=f13e61d1-d994-4a36-8740-6cb37053d65f%40sessionmgr4007&bdata=jnNpdGU9ZWVhvc3QtbGl2ZQ%3d%3d#AN=121861300&db=f5h>
<http://libproxy.fitsuny.edu:2299/ehost/detail/detail?vid=0&sid=f13e61d1-d994-4a36-8740-6cb37053d65f%40sessionmgr4007&bdata=jnNpdGU9ZWVhvc3QtbGl2ZQ%3d%3d#AN=121861300&db=f5h>

TARGET MARKET ARTICLES

<https://www.bls.gov/oes/current/oes272031.htm>
<https://nyulangone.org/locations/harkness-center-for-dance-injuries/our-dance-clients>
<https://nyulangone.org/locations/harkness-center-for-dance-injuries/our-dance-medicine-team>
<http://www.nielsen.com/us/en/insights/news/2018/modern-day-women-the-powerhouse-that-invests-engages-and-influences.html>
<https://smallbusiness.yahoo.com/advisor/why-mom-bloggers-valuable-brands-173022432.html>
<https://mom.me/lifestyle/13208-top-50-mom-bloggers/item/barrleticia/>
<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>
<https://karolakarolson.com/instagram-ads-cost-and-bidding/>
<https://powerdigitalmarketing.com/blog/how-to-advertise-on-spotify/>
<https://www.linkedin.com/pulse/cost-breakdown-30-day-pop-up-daniel-mccarthy/>

SECONDARY RESEARCH CONTINUED

THE SNEAKER INDUSTRY

<https://www.popsci.com/nike-3d-printed-sneakers#page-6>

<https://www.sportstechie.com/reebok-unveils-3d-printed-floatride-running-shoe-liquid-factory/>

FINANCIAL ARTICLES

<https://patents.google.com/patent/US7900375>

<https://www.fusion3design.com/how-much-does-a-3d-printer-cost/>

https://www.mindtools.com/pages/article/newSTR_82.htm

<https://www.upcounsel.com/design-patent-cost>

<https://www.govdocs.com/new-york-state-15-minimum-wage-paid-family-leave/>

<https://www.statista.com/statistics/270233/percentage-of-global-rundd-spending-by-industry/>

<https://blog.quiet.ly/industry/a-simple-guide-for-startups-to-determine-your-marketing-budget/>

https://www.sbs.ox.ac.uk/sites/default/files/research-projects/3DP-RDM_report.pdf

<https://www.rockiesventureclub.org/colorado-capital-conference/how-do-angel-investors-differ-from-venture-capitalists/>

<http://www.loopnet.com/for-lease/generalretail/8/?bb=6-gtnxjwvHgpyqy2B>

PICTURES

<http://www.thisisglamorous.com/2014/09/noir-et-blanc-black-white-sept-2014/page/4/#gallery>

https://www.allposters.com/-sp/Grace-in-Motion-Posters_i2115046_.htm

<https://www.prevention.com/fitness/exercise-with-resistance-bands>

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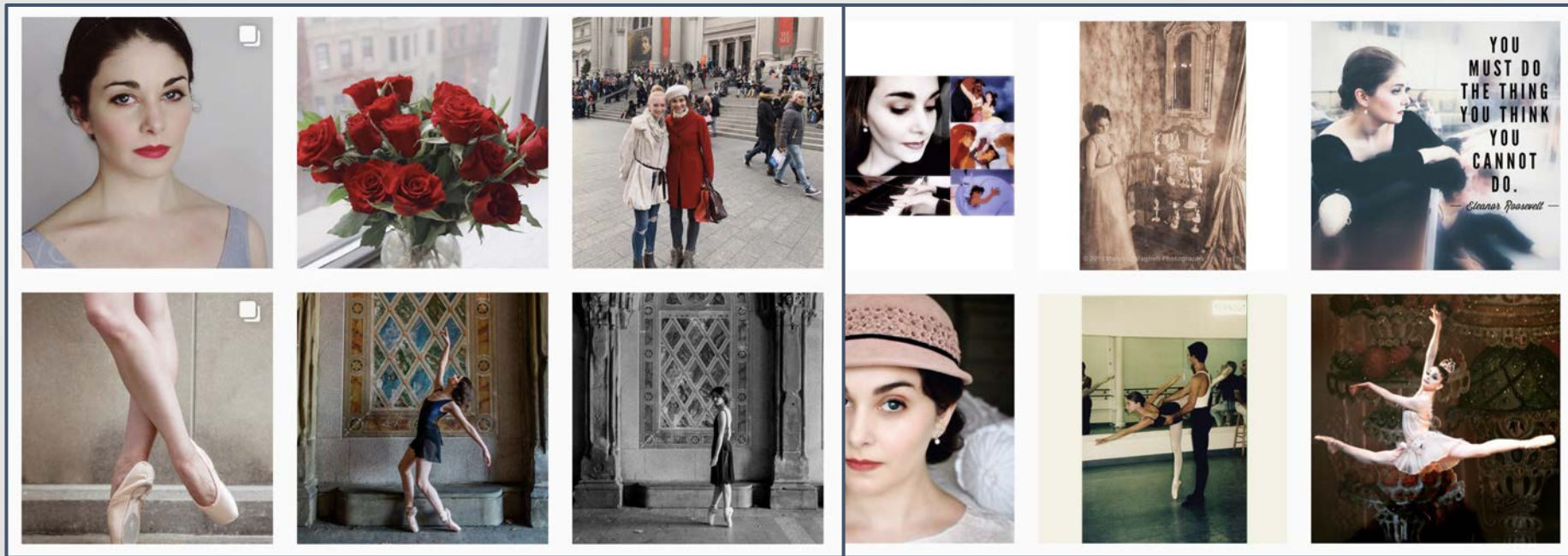
Behind The Curtain

WELLNESS INFLUENCERS

Kathryn Morgan and Mary Helen Bowers

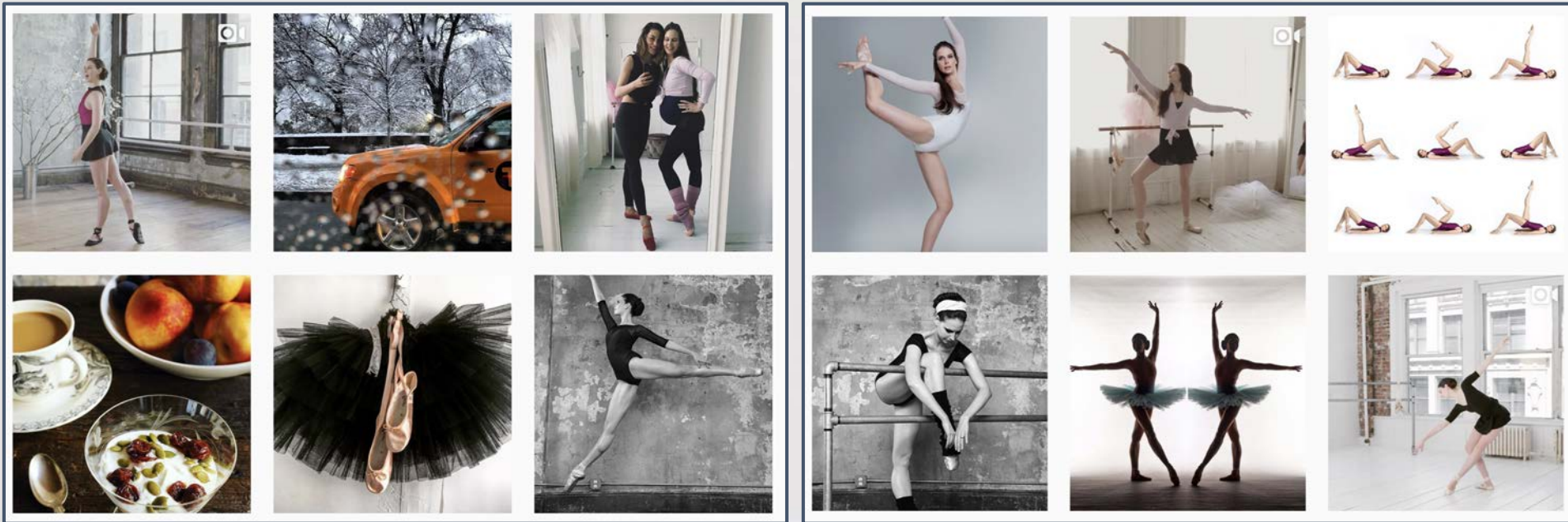


Kathryn Morgan



- 38.5K Instagram Followers
- YouTube Blogger
- Left Coveted Roles at NYCB Due to Autoimmune Disease
- Selective in Promoting Products

Mary Helen Bowers

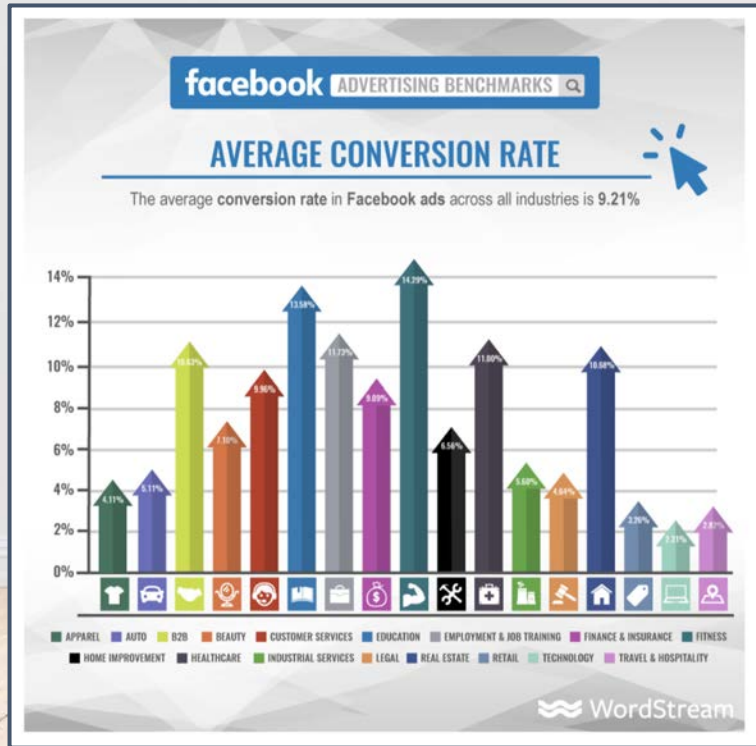


- Former NYCB Dancer

- 574K Instagram Followers

- Entrepreneur: Founder of BalletBeautiful & Celebrity Trainer

Facebook Conversions Relative to Instagram



Average Instagram CPC = \$.50-\$3.00
Facebook CPC Range = \$.045-\$1.90

Instagram Mobile CPC Ads = \$.70
Facebook Mobile CPC Ads = \$.35

Average Instagram CVR/Ad = 1.08%
Average Facebook CVR/Ad = 1.85%

Instagram is enticing as the budget grows: Spend is typically greater than Facebook and our demographic (Women: Age 18-44) is the largest purchaser on Instagram.